



**DENVER**<sup>®</sup>  
THE MILE HIGH CITY

**City and County of Denver**  
Parks and Recreation

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## FOR IMMEDIATE RELEASE

# **Recreation Center Pilot Sites Selected**

## **Denver Parks and Recreation to begin selection of Community Advisory Committee Members**

**Denver, August 14, 2009** —Denver Parks and Recreation announced at its August 13, 2009 Board meeting the pilot sites identified as part of the Recreation Center Task Force recommendations. A recreation committee, comprised of DPR recreation center staff members, has chosen the pilot sites to be used to focus on developing collaborative partnerships with like-minded organizations in order to enhance programming and amenities in Denver recreation centers.

The seven centers for the pilot program, selected by the recreation committee, are Harvey Park Recreation Center, St. Charles Recreation Center, Hiawatha Davis Recreation Center, Scheitler/Highland Recreation Centers (combined), Globeville Recreation Center and the Central Park Recreation Center (Stapleton Development).

The Denver Recreation Center Task Force (Task Force), a group comprised of community leaders, neighborhood activists, Denver Parks & Recreation staff and citizens, was formed in 2008 to make recommendations for the future of Denver recreation, which will guide decision-making for the next 5-10 years.

Among the Task Force recommendations, which focused on the value of the system, programs and opportunities, location/transportation and fee structure, was the recommendation of developing collaborative partnerships for all centers to enhance programming opportunities.

The criteria used to select the pilot sites included:

- **Services or lack of services provided in the neighborhood**
  - *Has center received community request for additional services or is there a lack of services provided in the center/neighborhood due to budget constraints.*
- **Equity**
  - *Equity addresses the need to make sure pilot centers are distributed throughout the City, are on different tiers (RCTF – regional, local, neighborhood) and/or can enhance services to specific demographics such as youth, seniors, community surrounding the center*
- **Neighborhood and Citywide Focus**
  - *Centers that have other opportunities occurring outside of DPR that may affect the community surrounding the center, such as re-structuring of Kunsmiller Middle School near Harvey Park Recreation Center. Other considerations included future*

*development of the area around the center.*

- **Potential partners**

- *The recreation committee looked at centers that have existing partners currently that can be expanded, have potential partners who have currently expressed interested in partnering at a specific center and centers that have no existing partnerships, but which could be developed at the center.*

With the pilot sites selected, the recreation committee is now implementing the RCTF recommendation to establish a Community Advisory Committees (CACs) for each of the pilot centers. These CACs will be tasked with identifying the needs of community around each of the pilot centers, reporting to the DPR leadership and assisting DPR in selecting partners for each center. Citizens interested in participating on the CAC committee for pilot centers can visit the Denver Parks and Recreation Web site at [www.denvergov.org/parksandrec](http://www.denvergov.org/parksandrec) beginning Tuesday, August 18, where an application and more information will be available.

The other recommendations of the Task Force include:

### **The Service Model**

The Task Force recommended the Department embrace a Service Model that provides facilities and service by collaborating with others to support local needs by engaging community members in Community Advisory Committees; pursuing formal partnerships; setting measurable targets; establishing standard levels of service; create better staffing models; and testing pilot sites.

### **It is recommended that Denver Parks and Recreation:**

- **Develop and train local Community Advisory Committees (CACs) to guide service provision and assist in holding the collaborations accountable for achieving key community needs.**
- **Set measurable targets for change for all centers.**
- **Actively pursue Collaborations/Partnerships to implement the Service Model.**
- **Establish a Standard Level of Service for all centers including a maintenance, operations, staffing and programming *baseline of care and quality*.**
- **Develop a staffing plan that allows staff to go beyond what they currently do to meet the needs of the community, provides for proper training and engages staff in the process to maximize improvements in quality.**
- **Establish pilot sites for the service model to test processes for community input and engaging program and operating partners.**

### **Programs and Opportunities**

The Task Force recommended the Department improve all levels of programs and opportunities by establishing a standard level of programming and by identifying and responding to community needs.

### **It is recommended that Denver Parks and Recreation:**

- **Establish a Standard Level of Programming for all centers**
- **Identify key community needs and opportunities**
- **Establish a programming focus for some centers**

### **The Physical System (Location and Transportation)**

The Task Force recommended the Department develop high facility standards for all recreation centers to assure customers and employees feel valued and important.

#### **It is recommended that Denver Parks and Recreation:**

- **Establish a tiered system of recreation centers including neighborhood and local service, supplemented by regional service, with focus on investment of additional resources through partnerships and collaborations.**
- **Consolidate service and partnership opportunities to provide a high quality, improvement in service overall.**
- **Consider transportation barriers when developing improvement plans.**

### **Fee Structure**

The Task Force recommended the Department restructure the fee system to be more responsive to both the community served and the type of service provided.

#### **It is recommended that Denver Parks and Recreation:**

- **Encourage staff to seek alternatives for generating revenue in order to keep fees affordable. These alternatives could include such things as vending, concessions, room rentals, and others.**
- **Offer financial-need discounts within the fee structure, as available currently.**
- **Establish a fee system based on amenities**
- **Encourage participation by youth, seniors and people with disabilities through lower fees within the amenities-based fee structure.**
- **Offer variety of payment options**
- **Offer additional incentives to use**

### **Recreation Center Tier Proposal**

**Neighborhood Centers:** smaller facilities with programming based on neighborhood needs and input.

- **Ashland Recreation Center**

- Aztlan Recreation Center
- Barnum Recreation Center
- College View Recreation Center
- Globeville Recreation Center
- Stapleton Recreation Center
- Highland Senior Recreation Center
- Johnson Recreation Center
- La Alma Recreation Center
- ML King Recreation Center
- Platt Park Senior Recreation Center
- St. Charles Recreation Center

**Local Centers:** medium sized facility with or without an indoor pool; standard level of programming for youth, adults, seniors that focus on fitness, sports, aquatics (if applicable), education and culture, outdoor education, social enrichment and special events and partnerships.

- Ashland Indoor Pool facility
- Central Denver Recreation Center (opening date/location/amenities undetermined)
- Cook Park Recreation Center
- Eisenhower Recreation Center
- Glenarm Recreation Center
- Green Valley Ranch Recreation Center
- Harvard Gulch Recreation Center
- Harvey Park Recreation Center
- Hiawatha Davis Recreation Center
- La Familia Recreation Center
- Southwest Recreation Center
- 20<sup>th</sup> St. Gym

**Regional Centers:** full service facility that includes gym, well equipped weight room, indoor pool, game room, multi-purpose rooms and classrooms; enhanced programming for multiple ages and abilities.

- Athmar Recreation Center
- Montbello Recreation Center
- Montclair Recreation Center
- New Center (Stapleton)
- Rude Recreation Center
- Scheitler Recreation Center
- Swansea Recreation Center with improved enhancements (indoor pool and updated amenities)
- Washington Park Recreation Center

The complete list of recommendations and action items is available on the recreation Web site at [www.denvergov.org/recreation](http://www.denvergov.org/recreation).